AMENDMENT TO THE CLAIMS

Please cancel claims 35, 46, 59-66, and 68.

Please amend claims 29-32, 37, 38, 44, 45, 49, 50, 52-54, and 67 to read as follows:

Please add new claims 75 and 76.

CLAIMS

29.   (Currently Amended)   A computer-implemented method for presenting records to a user, comprising the steps of:

(a)   receiving an input from a the user-operable input device;

(b)   using data from the input device to identify defining a subset of records selected from an electronic database containing a set of records, based on a classification of information within a respective record and the data from the user input device;

(c)   determining a statistical risk associated with a respective record;

(d)   determining economic parameters associated with the subset of identified records in the electronic database; and

(e)   presenting, on a computer output device, the subset of records automatically jointly optimized based on the determined economic parameters, and the statistical risk associated with the selected record.

30.   (Currently Amended)   The method according to claim 29, wherein the data from the user input device comprises health information.

31.   (Currently Amended)   The method according to claim 29, wherein the data from the user input device comprises a risk tolerance.

32.   (Currently Amended)   The method according to claim 29, wherein a user interface is provided to assist the user in making selections with the

3

input device.

33.　(Original)　The method according to claim 32, wherein the economic parameters correspond to a cost associated with a respective selected record.

34.　(Canceled)

35.　(Canceled)

36.　(Original)　The method according to claim 29, further comprising the steps of determining a user preference and further optimizing the presented set of records based on the determined user preference.

37.　(Currently Amended)　The method according to claim 29, further comprising the steps of receiving user feedback ~~from the user~~ relating to the presented set of records from the input device and re-optimizing the presented set of records to generate a revised presented set of records.

38.　(Currently Amended)　The method according to claim 29, further comprising the steps of providing a plurality of optimization procedures and selecting at least one of the optimization procedures for optimizing a presented set of records presented via the output device ~~for the user~~.

39.　(Original)　The method according to claim 29, further comprising the step of transacting a sale relating to a subject of at least one presented set of records with the person.

40.　(Original)　The method according to claim 39, wherein said sale comprises an electronic data transmission between a client system and a server system.

4

41. (Original) The method according to claim 40, wherein the electronic data transmission between the client system and the server system is carried over the Internet.

42. (Original) A computer readable medium having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 29.

43. (Original) The medium according to claim 42, further comprising the steps of generating a graphic user interface and interacting with the user through the graphic user interface.

44. (Currently Amended) A method for presenting records to a user, comprising ~~the steps of~~:

(a) determining a user <u>health</u> ~~relevance~~ parameter;

(b) defining a set of records <u>related to nutritional supplementation</u> from an electronic database based on a classification of the information therewithin and the user <u>health</u> ~~relevance~~ parameter;

(c) determining a statistical risk relating to the set of records and the determined user <u>health</u> ~~relevance~~ parameter;

(d) determining economic parameters for defined records; and

(e) presenting the set of <u>nutritional supplementation</u> records automatically optimized based on both the determined economic parameters and the determined statistical risk.

45. (Currently Amended) The method according to claim 44, wherein the user <u>health</u> ~~relevance~~ parameter comprises health information.

46. (Canceled)

47. (Previously Presented) The method according to claim 44,

5

wherein the records comprise information accessible through the Internet.

48. (Previously Presented) The method according to claim 47, wherein the economic parameters correspond to a cost associated with a respective record.

49. (Currently Amended) The method according to claim 44, wherein ~~said~~ presenting the set of nutritional supplementation records ~~step~~ comprises outputting a sorted list of the set of records having an order dependent on the determined economic parameters and the determined statistical risk.

50. (Currently Amended) The method according to claim 44, wherein the user health ~~relevance~~ parameter comprises a population grouping.

51. (Canceled)

52. (Currently Amended) The method according to claim 44, further comprising ~~the steps of~~ receiving feedback from the user relating to the presented set of records and re-optimizing the presented set of nutritional supplementation records to generate a revised presented set of records.

53. (Currently Amended) The method according to claim 44, further comprising ~~the steps of~~ providing a plurality of optimization procedures and selecting at least one of the optimization procedures for optimizing a presented set of nutritional supplementation records for the user.

54. (Currently Amended) The method according to claim 44, further comprising ~~the step of~~ transacting a sale based on ~~of~~ at least one presented set of nutritional supplementation records ~~with the user~~.

55. (Original) The method according to claim 54, wherein said sale

6

comprises an electronic data transmission between a client system and a server system.

56.   (Original)   The method according to claim 55, wherein the electronic data transmission between the client system and the server system is carried over the Internet.

57.   (Original)   A computer readable medium having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 44.

58.   (Original)   The medium according to claim 57, further comprising the steps of generating a graphic user interface and interacting with the user through the graphic user interface.

59-66. (Canceled)

67.   (Currently Amended)   A method of producing a menu of selections, comprising the steps of:

(a) receiving an nutritional supplementation -inquiry from a the user-operable input device;

(b) calculating a set of nutritional supplementation selections from a database responsive to the inquiry, each selection having an associated informational relevance to the inquiry, and at least one selection response having an associated economic parameter; and

(c)automatically optimizing an economically efficient presentation of selections dependent on a joint analysis of the associated economic parameter and a risk with respect to a likelihood of user adoption of a selection.

68.   (Canceled)

69.   (Previously Presented)   The method according to claim 67,

7

wherein the economic parameter comprises a cost.

70. (Previously Presented)   The method according to claim 67, wherein the presentation gives preference to relevant and economically feasible results.

71. (Previously Presented)   The method according to claim 67, wherein the economic parameter perturbs an optimization purely according to risk with respect to a likelihood of user adoption, to reflect an interest of a third party.

72. (Previously Presented)   The method according to claim 67, wherein the automatic optimization merges results from a set of independent modules.

73. (Previously Presented)   The method according to claim 67, wherein the likelihood of user adoption is derived from a determination of objective statistically acceptable risk to the user.

74. (Previously Presented)   The method according to claim 32, wherein the economic parameters correspond to an economic interest of an entity distinct from the user.

75. (New)   An apparatus for proposing nutritional supplementation comprising:

an input device operable to receive data, the received data comprising health status information, economic constraint information, and selection of a health model;

at least one storage device containing a set of records related to nutritional supplementation;

a processor configured to:

identify a set of records in the at least one storage device based on at least a portion of the received data;

determine a statistical risk related to the set of records; and

8

determining economic parameters for the set of records; and optimizing the set of records based on both the determined economic parameters and the determined statistical risk; and

an output device configured to deliver the optimizing the set of records as a nutritional supplementation proposal.

76.   (New)   A system for presenting records to a user, comprising:

input means for determining a user health parameter;

means for defining a set of records from a database based on a classification of the information therewithin and the user health parameter;

means for determining a statistical risk relating to the set of records and the determined user health parameter;

means for determining economic parameters for defined records; and

means for presenting the set of records automatically optimized based on both the determined economic parameters and the determined statistical risk.